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## ABSTRACT OF THE DISCLOSURE

A method of treating tobacco to reduce the content of, or prevent formation of, harmful nitrosamines which are normally found in tobacco is disclosed. The method includes the step of subjecting at least a portion of the plant, while the portion is uncured and in a state susceptible to having the amount of nitrosamines reduced or formation of nitrosamines arrested, to a controlled environment capable of providing a reduction in the amount of nitrosamines or prevention of the formation of nitrosamines, for a time sufficient to reduce the amount of or substantially prevent the formation of at least one nitrosamine, wherein the controlled environment is provided by controlling at least one of humidity, rate of temperature change, temperature, airflow, CO level, CO<sub>2</sub> level, O<sub>2</sub> level, and arrangement 10 ` of the tobacco plant. Tobacco products and an apparatus for producing such tobacco products are also disclosed.